

PATENT APPLICATION

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of:

ROTHMAN, *et al.*

Serial Number: 09/988,291

Filed: November 19, 2001

Title: SYSTEM AND METHOD FOR GATHERING AND STANDARDIZING CUSTOMER PURCHASE INFORMATION FOR TARGET MARKETING

Attorney Docket No. 47004.000180

Examiner: G. Akers

Group Art Unit: 3624

Confirmation No. 8456

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AMENDMENT

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Sir:

In response to the Office Action mailed on May 10, 2004 in the above-referenced patent application, Applicant submits the following amendments and remarks.

Amendments to the specification begin on page 2.

Amendments to the claims begin on page 3.

Remarks begin on page 15.